

ORDER



WOOD

Orders
Order / Rev: 215737
Alt Order #: 6865584
Product Desc: RESTORE OUR FUTURE
Estimate: 2139
Flight Dates: 10/23/12 - 10/29/12
Original Date / Rev: 10/19/12 / 10/22/12
Order Type: REG

Primary AE: Petry Philadelphia
Sales Office: P-PHI
Sales Region: Nat

Agency
Name: Mentzer Media Services
Buying Contact:
Billing Contact:
 600 Fairmount Avenue
 Towson, MD 21286

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: POL/Restore Our Future
Demographic: A35+
Product Codes: PL2
Priority: P2
Revenue Codes: AGY, POL, POL-ISS

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID: IN2570/SP271/TO1326/AL2874/MO967

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	56	\$64,750.00	\$55,037.50
10/29/12	10/29/12	11	\$13,650.00	\$11,602.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	56	\$64,750.00	\$55,037.50	0.00
November 2012	11	\$13,650.00	\$11,602.50	0.00
Totals	67	\$78,400.00	\$66,640.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Petry Philadelphia			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WOOD	32%	\$78,400.00
Market	100%	\$245,000.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
UNKWN	2%	\$4,900.00
WGVK	0%	\$0.00
WGVU	0%	\$0.00
WLLA	0%	\$0.00
WOTV	0%	\$0.00
WTLJ	0%	\$0.00
WWMT	23%	\$56,350.00
WXMI	19%	\$46,550.00
WXSP	0%	\$0.00
WZPX	0%	\$0.00
WZZM	24%	\$58,800.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WOOD	10/23/12	10/26/12	6am Daybreak	CM	6-7a	-TWTF--	:30	4	\$800.00	P3	0.00	NM	4	\$3,200.00
				6am Daybreak											
	NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	10/22/12	10/28/12	-TWTF--		4		\$800.00		0.00					

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WOOD	10/23/12	10/26/12	6am Daybreak 6am Daybreak	CM	6-7a	- TWTF - -	:30	4	\$800.00	P3	0.00	NM	4	\$3,200.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	- TWTF - -	4		\$800.00		0.00						
E 2	WOOD	10/23/12	10/26/12	Noon News News 8 @ Noon	CM	12-1p	- TWTF - -	:30	4	\$650.00	P3	0.00	NM	4	\$2,600.00
NEWS NOON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	- TWTF - -	4		\$650.00		0.00						
E 3	WOOD	10/23/12	10/26/12	M-F 5p News M-F News 8 @ 5p	CM	5-530p	- TWTF - -	:30	4	\$1,500.00	P3	0.00	NM	4	\$6,000.00
NEWS 5P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	- TWTF - -	4		\$1,500.00		0.00						
E 4	WOOD	10/23/12	10/26/12	M-F 530p News M-F News 8 @ 530p	CM	530-6p	- TWTF - -	:30	4	\$1,600.00	P3	0.00	NM	4	\$6,400.00
NEWS 530P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	- TWTF - -	4		\$1,600.00		0.00						
E 5	WOOD	10/23/12	10/26/12	M-F 6p News M-F News 8 @ 6p	CM	6-630p	- TWTF - -	:30	4	\$2,000.00	P3	0.00	NM	4	\$8,000.00
NEWS 6P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	- TWTF - -	4		\$2,000.00		0.00						
E 6	WOOD	10/23/12	10/26/12	NBC Nightly News WKD NBC Nightly News	CM	628-7p	- TWTF - -	:30	2	\$2,400.00	P4	0.00	NM	2	\$4,800.00
NIGHTLY NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	- TWTF - -	2		\$2,400.00		0.00						
E 7	WOOD	10/23/12	10/26/12	M-F 7-730p Inside Edition	CM	7-730p	- TWTF - -	:30	8	\$950.00	P3	0.00	NM	8	\$7,600.00
INSIDE EDITION															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	- TWTF - -	8		\$950.00		0.00						
E 8	WOOD	10/23/12	10/26/12	LN M-F M-F News 8 @ 11	CM	11-1135p	- TWTF - -	:30	8	\$1,500.00	P3	0.00	NM	8	\$12,000.00
NEWS 11P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	- TWTF - -	8		\$1,500.00		0.00						
E 9	WOOD	10/23/12	10/26/12	Tonight Show/Jay Leno Tonight Show w/ Leno	CM	1135-1235a	- TWTF - -	:30	8	\$650.00	P3	0.00	NM	8	\$5,200.00
TONITE SH9OW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	- TWTF - -	8		\$650.00		0.00						
E 10	WOOD	10/27/12	10/27/12	Daybreak Sat @6am Daybreak Sat 6am	CM	6-7a	- - - - - S -	:30	1	\$400.00	P3	0.00	NM	1	\$400.00
SAT DAYBREAK															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	- - - - - S -	1		\$400.00		0.00						
E 11	WOOD	10/27/12	10/27/12	Daybreak Sat @7am Daybreak Sat@7am	CM	658-8a	- - - - - S -	:30	2	\$850.00	P3	0.00	NM	2	\$1,700.00
NEWS SAT AM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	- - - - - S -	2		\$850.00		0.00						
E 12	WOOD	10/27/12	10/27/12	Sat 6p News 8 Sat News 8 @6p	CM	6-630p	- - - - - S -	:30	1	\$1,200.00	P2	0.00	NM	1	\$1,200.00
NEWS 6P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	- - - - - S -	1		\$1,200.00		0.00						
E 13	WOOD	10/27/12	10/27/12		CM	11-1130p	- - - - - S -	:30	1	\$1,500.00	P3	0.00	NM	1	\$1,500.00

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				LN Sa		Saturday News 8 @11									
				NEWS 11P											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S-		1				\$1,500.00		0.00			
E 14	WOOD	10/28/12	10/28/12	Daybreak Sun @6am	CM	6-7a	-----S	:30	1	\$450.00	P3	0.00	NM	1	\$450.00
				Daybreak Sun @6am											
				SUN DAYBREAK											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S		1				\$450.00		0.00			
E 15	WOOD	10/28/12	10/28/12	Daybreak Sun @7am	CM	658-8a	-----S	:30	1	\$950.00	P3	0.00	NM	1	\$950.00
				Daybreak Sun @7am											
				SAT AM											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S		1				\$950.00		0.00			
E 16	WOOD	10/28/12	10/28/12	Today Show Su	CM	758-9a	-----S	:30	1	\$1,600.00	P3	0.00	NM	1	\$1,600.00
				Today Show Sunday											
				SUN TODDAY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S		1				\$1,600.00		0.00			
E 17	WOOD	10/28/12	10/28/12	Sun 10-11am	CM	1001-1030a	-----S	:30	1	\$500.00	P4	0.00	NM	1	\$500.00
				To The Point		(10:00 AM-10:30 AM)									
				TO THE POINT											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S		1				\$500.00		0.00			
E 18	WOOD	10/29/12	10/29/12	6am Daybreak	CM	6-7a	M-----	:30	1	\$800.00	P3	0.00	NM	1	\$800.00
				6am Daybreak											
				NEWS DAYBREAK											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----		1				\$800.00		0.00			
E 19	WOOD	10/29/12	10/29/12	Noon News	CM	12-1p	M-----	:30	1	\$650.00	P3	0.00	NM	1	\$650.00
				News 8 @ Noon											
				NEWS @ NOON											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----		1				\$650.00		0.00			
E 20	WOOD	10/29/12	10/29/12	M-F 5p News	CM	5-530p	M-----	:30	1	\$1,500.00	P3	0.00	NM	1	\$1,500.00
				M-F News 8 @5p											
				NEWS 5P											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----		1				\$1,500.00		0.00			
E 21	WOOD	10/29/12	10/29/12	M-F 530p News	CM	530-6p	M-----	:30	1	\$1,600.00	P3	0.00	NM	1	\$1,600.00
				M-F News 8 @ 530p											
				NEWS 530P											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----		1				\$1,600.00		0.00			
E 22	WOOD	10/29/12	10/29/12	M-F 6p News	CM	6-630p	M-----	:30	1	\$2,000.00	P3	0.00	NM	1	\$2,000.00
				M-F News 8 @6p											
				NEWS 6P											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----		1				\$2,000.00		0.00			
E 23	WOOD	10/29/12	10/29/12	NBC Nightly News WKD	CM	628-7p	M-----	:30	1	\$2,400.00	P4	0.00	NM	1	\$2,400.00
				NBC Nightly News											
				NIGHTLY NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----		1				\$2,400.00		0.00			
E 24	WOOD	10/29/12	10/29/12	M-F 7-730p	CM	7-730p	M-----	:30	2	\$950.00	P3	0.00	NM	2	\$1,900.00
				Inside Edition											
				INSIDE EDITION											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----		2				\$950.00		0.00			
E 25	WOOD	10/29/12	10/29/12		CM	11-1135p	M-----	:30	1	\$1,500.00	P3	0.00	NM	1	\$1,500.00

WOOD

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				LN M-F											
				M-F News 8 @ 11											
NEWS 11P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/29/12	11/04/12	M-----		1		\$1,500.00		0.00					
E 26	WOOD	10/29/12	10/29/12	Tonight Show/Jay Leno	CM	1135-1235a	M-----	:30	2	\$650.00	P3	0.00	NM	2	\$1,300.00
				Tonight Show w/ Leno											
TONITE SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/29/12	11/04/12	M-----		2		\$650.00		0.00					
N 27	WOOD	10/23/12	10/26/12	Noon News	CM	12-1p	-TWTF--	:30	1	\$650.00	P3	0.00	NM	1	\$650.00
				News 8 @ Noon											
NEWS NOON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/22/12	10/28/12	-TWTF--		1		\$650.00		0.00					
Totals													67	\$78,400.00	